

Message Text

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PAGE 01 STATE 302753
ORIGIN COME-00

INFO OCT-01 AF-08 ISO-00 EB-07 /016 R

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R 141536Z DEC 76
FM SECSTATE WASHDC
TO AMCONSUL JOHANNESBURG
AMCONSUL CAPE TOWN
INFO AMEMBASSY PRETORIA

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E.O. 11652:N/A

TAGS: BTIO, BEXP, BTRA, SF

SUBJECT: JANTZEN, INC. SEEKING NEW LICENSEE; OPPORTUNITY
NO. 5-76-031

1. MR. ROBERT S. LAWRENCE, AREA MANAGER, INTERNATIONAL
DIVISION, JANTZEN, INC. P.O. BOX 3001, PORTLAND, OREGON
97208, PHONE: 503-238-5000, TELEX: 36-0572, CABLE: JANTZEN,
HAS REQUESTED ASSISTANCE IN OBTAINING A NEW LICENSEE
IN SOUTH AFRICA.

2. JANTZEN HAS HAD A LICENSING ARRANGEMENT WITH NAOMI
BEAUTY FORM (PTY) LTD., P.O. BOX 53011, TROYVILLE 2139,
JOHANNESBURG, TRANSVAAL, SOUTH AFRICA. BEAUTY FORM IS A
SUBSIDIARY OF R. AND W.H. SYMINGTON AND COMPANY LTD. WHICH
IS A SUBSIDIARY OF THE COURTAULDS GROUP LTD. OF ENGLAND.
DUE TO WORLD-WIDE ECONOMIC CONDITIONS, THE COURTAULDS
GROUP HAS BEEN CLOSING SEVERAL OF ITS OPERATIONS AROUND
THE WORLD, AND THE NAOMI BEAUTY FORM OPERATION IS ONE OF
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THOSE THAT WILL BE CLOSED. JANTZEN'S LICENSING AGREEMENT

WITH NAOMI BEAUTY FORM WILL BE TERMINATED AS OF DECEMBER 31, 1976.

3. NAOMI BEAUTY FORM HAS BEEN DOING A LUCRATIVE VOLUME

OF SALES CLOSE TO ONE MILLION DOLLARS, AND JANTZEN WOULD LIKE TO CONTINUE SELLING ITS LINE OF MEN'S AND WOMEN'S SWIMWEAR AND SPORTSWEAR AS SOON AS POSSIBLE.

4. JANTZEN WOULD APPRECIATE THE POSTS' ASSISTANCE IN IDENTIFYING POTENTIAL NEW LICENSEES. IDEALLY, THE PROSPECTIVE LICENSEE SHOULD BE A COMPANY WITH GOOD CONTACTS NOW MANUFACTURING AND SELLING C CLOTHING. JANTZEN CONTRIBUTION TO THE ARRANGEMENT WOULD BE TECHNICAL ASSISTANCE IN ALL FIELDS OF MERCHANDISING, MANUFACTURING, SELLING ETC.

5. MR. LAWRENCE PLANS TO VISIT JOHANNESBURG AND CAPE TOWN (EXACT DATES UNKNOWN NOW) AFTER THE FIRST OF THE YEAR. HE WOULD LIKE SUGGESTIONS OF FIRMS HE COULD HOLD DISCUSSIONS WITH WHILE HE IS THERE.

6. THE POSTS' ASSISTANCE WITH JANTZEN'S REQUEST WOULD BE MOST APPRECIATED. NO OFFICIAL ANNOUNCEMENT ABOUT THE TERMINATION OF THE AGREEMENT HAS BEEN MADE YET, SO THE POSTS SHOULD MAKE INQUIRIES FOR JANTZEN AS DISCREETLY AS POSSIBLE. KISSINGER

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